

**MASSACHUSETTS DEPARTMENT OF FOOD & AGRICULTURE
150 YEARS OLD**

CALENDAR

MASSACHUSETTS PESTICIDE EXAM SCHEDULE

UMASS Eastern Extension Center—240 Beaver St., Waltham

APRIL 19. Deadline for submitting application is **APRIL 12.**

QUESTIONS CALL—617-626-1785.

APRIL 10---FRUIT TREE PRUNING---Shieling Forest, Peterborough, NH **CALL—603-431-6774**

APRIL 12---ORCHARD MANAGEMENT MEETING---Portsmouth, NH—**CALL—603-863-3203**

APRIL 13---BEEKEEPING WORKSHOP---Walpole, NH—**CALL—603-756-9056**

APRIL 13 and 15---PRUNING DEMONSTRATION---Dover, NH **CALL—603-749-4445**

APRIL 21---NORTHEAST ORGANIC FARMING ASSOCIATION WORKSHOP---Shelburne Falls, MA
CALL—413-528-4387

FARMER TO RESTAURANT CONNECTIONS

By Kara Lynn Dunn

The Massachusetts Department of Food and Agriculture's "Massachusetts grown...and fresher!" campaign is nearing its 35th year of marketing local farm products. Started in the mid-sixties by then Chief of Markets Guy Paris, the program was one of the first such programs in the U.S. More than 25 different commodity groups came together on Paris' Massachusetts Agriculture Marketing Committee. The membership also included food buyers for supermarkets.

The committee developed public service announcements for television in the mid 1970s and rented billboard space on major traffic arteries in the Bay State. The campaign logo and slogan have been used extensively by growers to promote their products in supermarkets, at roadside farm stands and at farmer's markets. The state legislature has provided funding to broaden promotions to reach restaurants and schools.

Now a key program for the Massachusetts Department of Food and Agriculture, "Massachusetts grown...and fresher!" publishes a Fresh Connection newsletter, offering restaurants and food service buyers information on fresh and value-added products' availability. A staff person attends food shows and events to educate chefs and food buyers, and the department publishes a directory of hundreds of farms selling wholesale. The "Massachusetts grown...and fresher!" logo also helps identify Massachusetts products to export markets, says Department Communications Coordinator Diane Baedeker Petit.

Baedeker Petit says the state program has taken more of a regional approach in the last year or two, and has expanded its supplemental funding of various community-based buy local efforts. The department web site lists five such efforts: CISA (Community Involved in Sustaining Agriculture) and Berkshire Grown (both in western Massachusetts), SEMAP (the Southeastern Massachusetts Agricultural Partnership), Buy Fresh in the Northeast, and Central Mass Buy Local.

A survey conducted by Penn, Schoen and Berland Associates of Washington, D.C., evaluated the effectiveness of the "Be a Local Hero, Buy Locally Grown" campaign of CISA in the Pioneer Valley in 2001.

Sixty-two percent of the residents surveyed said the campaign influenced them to buy locally grown food. More than 80 percent felt the advertising made a convincing case about why people should buy locally grown food. Marty McGough of Penn, Schoen and Berland Associates says the unusually high continued level of awareness from 1999 can be attributed, in part, to the fact that local grocery stores, producers and others in the area are also advertising locally-grown food.

He notes that residents' collective attitude indicates a receptiveness to messages about the external benefits of buying locally-grown food, as evidenced by 96 percent expressing a deep concern for maintaining open spaces and scenic beauty in the Pioneer Valley. Sixty-four percent of those surveyed said it is important for the restaurants they eat at to serve locally grown food. Fifty-seven percent of those surveyed said they thought that the Local Hero campaign caused people to support other local retailers and businesses.

Next door to CISA's region, Berkshire Grown began in response to the increasing loss of farms. Almost 10,000 acres of farmland were lost over a ten- year period and 85 percent of the area's food was imported from outside the local region.

The buy local campaign now connects 65 food buyers and more than 90 farmers. Local purchasing has increased 46 percent over the past two years. The Beautiful Bountiful Berkshires Harvest Extravaganza dinner tasting and silent auction consistently sells out. A \$37,000 grant from the Massachusetts Department of Food & Agriculture in 2001 supported Buy Local advertising, a member directory, development of a Fresh Fax sheet (product listings sent to chefs) and point-of-purchase materials, a dining guide and web site enhancements.

Berkshire Grown's membership includes restaurants, cafes, inns, B&B's, markets, breweries, bakeries, natural food stores, creameries, resorts, colleges and a yoga center. A sliding scale is applied to restaurant memberships; farmers were asked for the first time for a membership fee of \$25 or more in 2001. About one-third of the organization's current funding comes from MDFA with another third each from the community and from events and fund-raising.

Amy Cotler, a chef, food writer and Berkshire Grown's executive director, told attendees at a March 2001 Finger Lakes Culinary Bounty conference in New York that just a one percent increase in sales of Berkshire region products would add six million dollars to the region's economy. She said consumers want to experience a region's particular sense of place and unique products, and noted that wines give the Finger Lakes region a natural cuisine tourist attraction through pairing the wines with foods. She said buy local programs offer consumers the chance to eat well and do the right thing by supporting local farms and restaurants.

"You cannot overstate the fact in your restaurants that "if you are eating here, you are supporting local agriculture. We need to emphasize the local sources of food and encourage restaurants to cite the farm and food sources on menus. This identification encourages farm retail sales by diners on their way home," Ms. Cotler says. (Article from *FARMING, THE JOURNAL OF NORTHEAST AGRICULTURE*, APRIL 2002)

APPLE SHIPMENT TRACKING

Source: USDA

Amounts are shown in units of 10,000 pounds

Season Begins	03/17/02- 03/23/02	03/10/02- 03/16/02	03/18/01- 03/24/01	Total this season 03/23/02	Total last season 03/24/01
SEPTEMBER					
	10,417	11,328	13,735	273,323	317,173

MID-WEEK F.O.B. PRICES AT MASSACHUSETTS COUNTRY SHIPPING POINT

Prices and grades received by telephone, APRIL 9, 2002

Controlled Atmosphere

VARIETY	GRADE	SIZE	PRICE
McINTOSH	Cartons Cell Pack U.S. Extra Fancy	80s	19.00
		96s	18.50
	Cartons Film Bags U.S. Fancy	12-3s 2-1/2" min	12.50
	Cartons Tote Bags U.S. Fancy	8-5s 2-1/2" min	14.00
EMPIRE	Cartons Cell Pack U.S. Extra Fancy	80s	18.00
		96s	17.50
	Cartons Film Bags U.S. Fancy	12-3s 2-1/2" min	11.50
	Cartons Tote Bags U.S. Fancy	8-5s 2-1/2" min	13.00
RED DELICIOUS	Cartons Tray Pack U.S. Extra Fancy	80s & 88s	13.50
	Cartons Film Bags U.S. Fancy	12-3s 2-1/2" min	11.00
	Cartons Tote Bags U.S. Fancy	8-5s 2-1/2" min	13.00

FEDERAL MARKET NEWS SERVICE, EVERETT, MASS.

APRIL 8, 2002

Controlled Atmosphere

NEW ENGLAND			
McINTOSH	Cartons Cell Pack U.S. Extra Fancy	100s	20.00
		120s	15.00
	Cartons Cell Pack U.S. Fancy	80s	16.00-18.00
		96s	15.00-16.00
	Cartons Cell Pack U.S. No. 1	80s	12.00
		100s, 120s, 140s	9.00- 9.50
	Cartons Film Bags U.S. No. 1	12-3s 2-1/2" min	12.00
		12-3s 2-1/4" min	10.00
CORTLAND	Cartons Cell Pack U.S. Extra Fancy	72s	20.00
		80s	18.00
		96s	17.00
	Cartons Cell Pack U.S. No. 1	72s	15.00
		80s	12.00-15.00 mostly 15.00
	Cartons Film Bags U.S. Fancy	12-3s 2-1/4" min	15.00-16.00
SHIPPED IN			
McINTOSH	NY Hudson Valley Ctns CelPk U.S. ExFcy	80s & 100s	19.00-21.00 mostly 20.00
	Lake Champlain Ctns CelPk U.S. ExFcy	80s	22.50-23.50
		100s	20.00-22.00
	NY Hudson Valley Ctns CelPk U.S. No. 1	80s	11.00
		100s	10.00
		120s	9.50
	Lake Champlain Ctns FlmBg U.S. ExFcy	12-3s 2-1/2" min	12.00
	NY Hudson Valley Ctns FlmBg U.S. ExFcy	12-3s 2-1/4" min	10.00

EMPIRE	PA Cartons Cell Pack U.S. ExFcy	88s	17.00
RED DELICIOUS	WA Cartons Tray Pack WAExFcy	64s, 72s, 80s, 88s	16.00-17.00 fine appear. 19.00-21.00 mostly 20.00
		100s	17.00 fine appear. 18.00-20.00
		113s	16.00-17.00
		125s	16.00-18.00
GOLDEN DELICIOUS	PA Cartons Tray Pack U.S. ExFcy	100s	17.00
	WA Cartons Tray Pack WAExFcy	64s	26.00-27.00
		72s	26.00-27.00 mostly 26.00
		80s	23.00-24.00 mostly 24.00
		88s	24.00-24.50
		100s	22.00
		113s & 125s	18.00
	WA Cartons Cell Pack WAExFcy	80s	26.00-27.50
		96s	24.00-25.50
ROYAL GALA	WA Cartons Tray Pack WAExFcy	88s	28.00
RED ROME	PA Cartons Cell Pack U.S. ExFcy	80s	16.00
FUJI	WA Cartons Tray Pack WAExFcy	64s	23.00
		80s	23.00-25.00 mostly 24.00
		88s	22.00-25.00 mostly 24.00
		100s	21.00-22.00
JONAGOLD	WA Cartons Tray Pack WAExFcy	80s	22.00
CAMEO	WA Cartons Tray Pack WAExFcy	88s	24.50
PINK LADY	WA Cartons Tray pack WAExFcy	88s	31.00-34.00 mostly 31.00-32.00
GRANNY SMITH	WA Cartons Tray Pack WAExFcy	64s & 72s	26.00-28.00 mostly 27.00
		80s	24.00-27.00 mostly 25.00-26.00
		88s	23.00-25.00 mostly 23.00-24.00
		100s	19.00-21.00 mostly 20.00
		113s	18.00-19.00
		125s	17.50-18.00
	WA Cartons Tray Pack WAExFcy	12-3s 2-1/2" min	16.50-17.50
CIDER	New England Preserved Cartons	4-1 gallon bottles	9.00- 9.40 mostly 9.00
		9 ½-gallon bottles	10.00 best 11.25
Howard Vinton, Editor			

